Roper
Jan wave
results due mid
Feb.

INTERVIEWER: ASK Qs.61-82 OF MEN ONLY.
ALL WOMEN SKIP TO Q.83 ON PAGE 27.

61. I would like to read you a list of products that some people use from time to time. (HAND RESPONDENT CARD) Please look down that list and tell me which of these products, if any, you have ever used. (RECORD BELOW UNDER Q.61)

(FOR EACH PRODUCT EVER USED IN BOX FOR Q.61, ASK:)

62. Have you smoked *(product used in Q.61)* in the past 24 hours, the past 2 to 7 days, the past 2 to 4 weeks, the past 2 to 6 months, the past 7 to 12 months, or more than a year ago? (RECORD BELOW UNDER Q.62)

	61. EVER USED		62. PAST 24 HOURS	PAST 2-7 DAYS	PAST 2-4 WEEKS	PAST 2-6 MONTHS	PAST 7-12 MONTHS	MORE THAN A YEAR AGO	DON'T KNOW	
a. First, little cigars, like those that come in packs of 20 and are about the same size as regular cigarettes	1	47/	1	2	3	4	5	6	Y	48/
b. Large cigars or cigarillos that come in packs of 4 or 5, often sold in grocery or convenience stores, and machine, not hand rolled	2	(ASK 62)	1	2	3	4	5	6	Y	49/
c. Large premium quality, premium price imported cigars that are sold individually or in boxes and are hand rolled; generally sold in specialty stores or tobacconists	3		1	2	3	4	5	6	Y	50/
d. Roll-your-own tobacco	4		1	2	3	4	5	6	Y	51/
None	X	(SKIP TO 63)								
Don't know	Y									

(ASK ALL MEN)

63. Among you and your friends, how popular would you say each of the following types of cigars are? First, little cigars. Would you say they are extremely popular, somewhat popular, not very popular or extremely unpopular? (ASK ABOUT EACH PRODUCT a - c)

	a. LITTLE CIGARS		b. LARGE MACHINE ROLLED CIGARS OR CIGARILLOS	c. LARGE PREMIUM HAND ROLLED CIGARS	
Extremely popular	1	52/	7	1	53/
Very popular	2		8	2	
Somewhat popular	3		9	3	
Not very popular	4		0	4	
Extremely unpopular	5		X	5	
Don't know (vol.)	6		Y	Y	

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Source: https://www.industrydocuments.ucsf.edu/docs/rzcm0004

64a. Do you think that people are smoking cigars more often, less often or about the same as a year ago?

	More often 1	(ASK 64b)	54/
	Less often 2		
	About the same 3	(SKIP TO INSTRUCTIONS FOR 64c)	
	Don't know 4		

(ASK IF *"MORE OFTEN"* IN Q.64a)

64b. Which of the following types of cigars do you think people are smoking more often? (READ LIST; CIRCLE ALL THAT APPLY)

	Little cigars 5
	Large machine rolled cigars or cigarillos .. 6
or	Large premium cigars .. 7
(VOL.)	Don't know ..... Y

(ASK IF HAVE SMOKED ANY CIGAR IN PAST YEAR IN LARGE BOX FOR Q.62. ALL OTHERS SKIP TO BOX BEFORE Q.65)

64c. How often do you smoke a cigar instead of smoking a cigarette--would you say often, sometimes, rarely or never?

Often 1	55/
Sometimes 2	
Rarely 3	
Never 4	
Don't know ..... Y	

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Source: https://www.industrydocuments.ucsf.edu/docs/rzcm0004

INTERVIEWER:
- LOOK BACK TO LARGE BOX FOR Q.62.
- IF HAVE SMOKED LITTLE CIGARS (ITEM "a") IN PAST 12 MONTHS ASK Qs.65-69.
- ALL OTHERS SKIP TO INSTRUCTION BOX FOR Q.70.

65. You mentioned that you have smoked little cigars in the past 12 months. (HAND RESPONDENT CARD) Please tell me which brand of little cigar you smoke *most often*. (RECORD BELOW UNDER Q.65) (ACCEPT ONE ANSWER ONLY)

66. Please tell me *all* the brands of little cigars you have purchased in the past 12 months? (RECORD BELOW UNDER Q.66) (PROBE) Any others?

	65. SMOKE MOST OFTEN		66. PURCHASED IN PAST 12 MONTHS	
Captain Black	1	56/	1	58/
Dutch Treats	2		2	
Swisher Sweet Little	3		3	
Winchester	4		4	
Henri Wintermans	5		5	
Other (write in) _____	6	57-	6	59-
None	57-X		59-X	
Don't know	57-Y		59-Y	

67. Approximately how much money do you spend on an average pack of little cigars? (WRITE IN DOLLARS AND CENTS)

$ [ ][ ].[ ][ ] (60-63)

1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
0	0	0	0

Don't know.....Y

68. About how many little cigars did you smoke in the past week?

_____ (64-65)
(write in)

None.....X
Don't know.....Y

69. People have told us they smoke little cigars at a variety of different times and places. (HAND RESPONDENT CARD) Please look down this list and tell me which of these are times when you smoke little cigars.

a. On special occasions such as weddings, births	1	66/
b. To celebrate a special event, such as a job promotion or raise	2	
c. At a bar	3	
d. Holidays such as Thanksgiving or New Year's Eve	4	
e. When seeing a friend you haven't seen in a while	5	
f. After a meal	6	
g. On weekends	7	
h. When you want to spend time alone relaxing	8	
i. At sporting events	9	
j. At parties	0	
k. At a dinner or other event exclusively for cigar smokers	X	
l. At social clubs such as alumni clubs or civic or rotary clubs	Y	
m. When socializing with friends	1	67/
n. When hunting, camping or fishing	2	
o. In a tobacco shop	3	
p. Everyday	4	
q. A night out with the guys	5	
r. Driving in your car	6	
s. In your backyard	7	
t. At home	8	
None of these	X	
Don't know	Y	

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Source: https://www.industrydocuments.ucsf.edu/docs/rzcm0004

INTERVIEWER:
- LOOK BACK TO LARGE BOX FOR Q.62.
- IF HAVE SMOKED LARGE, MACHINE ROLLED CIGAR OR CIGARILLO (ITEM "b") IN PAST 12 MONTHS ASK Qs.70-75.
- ALL OTHERS SKIP TO INSTRUCTION BOX FOR Q.76.

70. You mentioned you have smoked large sized machine rolled cigars or cigarillos in the past 12 months. (HAND RESPONDENT CARD) Please tell me which brand of this type of cigar you smoke *most often*. (RECORD BELOW UNDER Q.70) (ACCEPT ONE ANSWER ONLY)

71. Please tell me *all* the brands of large sized machine rolled cigars or cigarillos you have purchased in the past 12 months? (RECORD BELOW UNDER Q.71) (PROBE) Any others?

	70. SMOKE MOST OFTEN		71. PURCHASED IN PAST 12 MONTHS	
Antonio & Cleopatra				
Grenadiers	1	68/	1	6/
Other (specify) _____	2	69-	2	7-
Black & Mild	3		3	
Dutch Masters (specify) _____	4	70-	4	8-
El Producto				
Queens	5		5	
Blunts	6		6	
Coronas	7		7	
Panatelas	8		8	
Other (specify) _____	9	71-	9	9-
Garcia Y Vega				
Senators	0		0	
Napoleons	X		X	
Gallantes	Y		Y	
Bravura	1	72/	1	10/
Romeros	2		2	
English Coronas	3		3	
Presidentas	4		4	
Other (specify) _____	5	73-	5	11-
Havatampa	6		6	
King Edward	7		7	
Muriel (specify) _____	8	74-	8	12-
Optimo				
Sports	9		9	
Admirals	0		0	
Palmas	X		X	
Other (specify) _____	Y	75-	Y	13-
Phillies				
Blunts	1	76/	1	14/
Other (specify) _____	2	77-	2	15-
Swisher Sweets	3		3	
Tampa Nugget	4		4	
Tiparillo	5		5	
White Owl	6		6	
Wolf Brothers	7		7	
Other (specify) _____	8	78-	8	16-
None	78-X		16-X	
Don't know	78-Y		16-Y	

79-0	79-0
80-4	80-5

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Source: https://www.industrydocuments.ucsf.edu/docs/rzcm0004

72. Approximately how much money do you spend on average per cigar? (WRITE IN DOLLARS AND CENTS)

$ ☐☐.☐☐ (17-20)

1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
0	0	0	0

Don't know.....Y

73. About how many large sized machine rolled cigars or cigarillos did you smoke in the past week?

(21-22)

_____
(write in)

None.....X

Don't know.....Y

74. About how many of this type of cigar have you smoked in the past month?

_____ (23-24)
(write in)

None.....X

Don't know.....Y

75. People have told us they smoke large machine rolled cigars or cigarillos at a variety of different times and places. (HAND RESPONDENT CARD) Please look down this list and tell me which of these are occasions when you smoke large machine rolled cigars or cigarillos.

a. On special occasions such as weddings, births 1 25/

b. To celebrate a special event, such as a job promotion or raise 2

c. At a bar 3

d. Holidays such as Thanksgiving or New Year's Eve 4

e. When seeing a friend you haven't seen in a while 5

f. After a meal 6

g. On weekends 7

h. When you want to spend time alone relaxing 8

i. At sporting events 9

j. At parties 0

k. At a dinner or other event exclusively for cigar smokers .. X

l. At social clubs such as alumni clubs or civic or rotary clubs . Y

m. When socializing with friends .. 1 26/

n. When hunting, camping or fishing 2

o. In a tobacco shop 3

p. Everyday 4

q. A night out with the guys 5

r. Driving in your car 6

s. In your backyard 7

t. At home 8

None of these X

Don't know ..... Y

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Source: https://www.industrydocuments.ucsf.edu/docs/rzcm0004

INTERVIEWER:
- LOOK BACK TO LARGE BOX FOR Q.62.
- ASK Qs.76-82 IF HAVE SMOKED LARGE SIZED PREMIUM HAND ROLLED CIGAR (ITEM "c") IN PAST 12 MONTHS.
- ALL OTHERS SKIP TO Q.83.

76. You mentioned you have smoked large sized premium hand rolled cigars in the past 12 months. (HAND RESPONDENT CARD) Please tell me which brand of this type of cigar you smoke *most often*. (RECORD BELOW UNDER Q.76) (ACCEPT ONE ANSWER ONLY)

77. Please tell me *all* the brands of large sized premium hand rolled cigars you have purchased in the past 12 months? (RECORD BELOW UNDER Q.77) (PROBE) Any others?

	76. SMOKE MOST OFTEN		77. PURCHASED IN PAST 12 MONTHS	
Arturo Fuente	1	27/	1	31/
Ashton	2		2	
Avo	3		3	
Bances	4		4	
Bering	5		5	
Davidoff	6		6	
Don Diego	7		7	
Don Lino	8		8	
Don Tomas	9		9	
Dunhill	0		0	
Excalibur	X		X	
Fonseca	Y		Y	
Griffin	1	28/	1	32/
Hoyo de Monterrey	2		2	
H. Upmann	3		3	
Macanudo	4		4	
Monte Cristo	5		5	
Monte Cruz	6		6	
Onyx	7		7	
Partagas	8		8	
Pleiades	9		9	
Punch	0		0	
Romeo Y Julieta	X		X	
Royal Jamaica	Y		Y	
Te-Amo	1	29/	1	33/
Zino	2		2	
Other (write in) _____	3	30-	_____ 3	34-
None of these	X		X	
Don't know	Y		Y	

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Source: https://www.industrydocuments.ucsf.edu/docs/rzcm0004

78. When you smoke premium cigars, which size do you usually smoke? Is it....*(read list)*?

Petit Corona	1	35/
Corona	2	
Corona Gorda	3	
Lonsdale	4	
Panatelas	5	
Robusto	6	
Presidente	7	
Churchill	8	
Queens	9	
Blunts	0	
Or something else (specify) _____	X	
(VOL.) It depends	9	36-
(VOL.) Don't know	Y	

79. Approximately how much money do you spend on average per cigar? (WRITE IN DOLLARS AND CENTS)

$ ☐☐.☐☐ (37-40)

1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
0	0	0	0

Don't know.....Y

80. About how many premium hand rolled cigars did you smoke in the past week?

_____ (41-42)
(write in)

None.....X
Don't know.....Y

81. How many of this type of cigar did you smoke in the past month?

_____ (43-44)
(write in)

None.....X
Don't know.....Y

82. People have told us they smoke large premium hand rolled cigars at a variety of different times and places. (HAND RESPONDENT CARD) Please look down this list and tell me which of these are occasions when you smoke large premium hand rolled cigars.

a. On special occasions such as weddings, births	1	45/
b. To celebrate a special event, such as a job promotion or raise	2	
c. At a bar	3	
d. Holidays such as Thanksgiving or New Year's Eve	4	
e. When seeing a friend you haven't seen in a while	5	
f. After a meal	6	
g. On weekends	7	
h. When you want to spend time alone relaxing	8	
i. At sporting events	9	
j. At parties	0	
k. At a dinner or other event exclusively for cigar smokers	X	
l. At social clubs such as alumni clubs or civic or rotary clubs	Y	
m. When socializing with friends	1	46/
n. When hunting, camping or fishing	2	
o. In a tobacco shop	3	
p. Everyday	4	
q. A night out with the guys	5	
r. Driving in your car	6	
s. In your backyard	7	
t. At home	8	
None of these	X	
Don't know	Y	

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Source: https://www.industrydocuments.ucsf.edu/docs/rzcm0004